

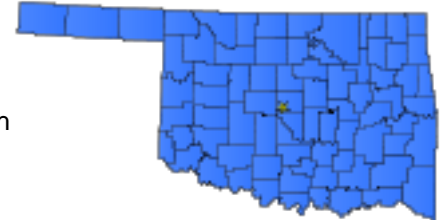


Oklahoma Department of Emergency Management Joins Partners to Increase Disaster

Full Mitigation Best Practice Story

State-wide, Oklahoma

The State of Oklahoma - In Spring, travelers throughout Oklahoma learn ways to decrease their risks for damage when severe weather comes to their neighborhoods. Each April, the Oklahoma Department of Emergency Management (OEM) partners with private and public entities to spearhead a month-long, public education campaign. During the campaign, people learn readiness tips for weather events like tornadoes, floods, ice storms, and hail.



OEM Public Information Officer Michelann Ooten said, "A host of partners plan and implement the month-long campaign. A central partner is McDonald's, where an average of 1,000 customers per day receives readiness information from the 166 restaurants that participate."

Because of McDonald's continued involvement, the program is called "McReady." In addition, the coordination and participation of OEM and other program partners has proved invaluable. Media outlets, non-profit organizations, utility providers, the National Weather Service (NWS), and Citizens Corps provide information and arrange events that bring the messages home. The project has expanded from a single event held in Tulsa in 2003 to a program that stretches throughout the State providing information needed to prepare for the worst weather Oklahoma can bring. In 2007, OEM received recognition for the "McReady" program from the International Association of Emergency Management (IAEM) that recognized the program's contributions to public awareness and weather preparedness.

In 2007, the public education campaign included funding from OEM and an estimated \$170,000 in cash and in-kind donations. Estimates from 2007 show nearly five million citizens were exposed to "McReady" during the 30-day April campaign. The 2007 cost per citizen was less than \$12.

Tulsa Partners Director Tim Lovell who helped start the program said, "Keys to the success of the 'McReady' program include an organized central message, a growing, involved partnership of private and public entities, and a long-term commitment to delivering the program."

Activity/Project Location

Geographical Area: **State-wide**

FEMA Region: **Region VI**

State: **Oklahoma**

Key Activity/Project Information

Sector: **Public**
Hazard Type: **Severe Storm; Tornado; Flooding; Extreme Temperatures**
Activity/Project Type: **Education/Outreach/Public Awareness**
Activity/Project Start Date: **04/2003**
Activity/Project End Date: **Ongoing**
Funding Source: **Local Sources**
Funding Recipient: **Non profit - Environmental**
Funding Recipient Name: **McReady Program**

Activity/Project Economic Analysis

Cost: **\$187,187.00 (Estimated)**

Activity/Project Disaster Information

Mitigation Resulted From Federal
Disaster? **No**
Value Tested By Disaster? **Unknown**
Repetitive Loss Property? **No**

Reference URLs

Reference URL 1: **<http://www.mcready.org>**
Reference URL 2: **<http://www.fema.gov/library/viewRecord.do?id=1536>**

Main Points

- Oklahoma came up with an innovative way to educate residents about mitigation - McDonald's provides tips on tray liners and bag inserts.
- Started in Tulsa and, due to the positive response, now has been enacted state-wide.
- Tulsa Citizen Corps, in conjunction with Tulsa Partners, pioneered the "McReady" project in 2003 to raise public awareness of disaster preparedness.
- Has expanded to kiosks with literature and website information.
- Besides McDonald's, the State has also partnered with media outlets, non-profit organizations, energy companies, and risk managers to promote the targeted theme of reducing risk from tornadoes, floods, lightening, and hail.
- Estimates from 2006 show 4.8 million citizens participated in "McReady" during the 30-day April campaign and 1,000 customers a day receive the information.



Ronald McDonald with McReady literature



Tulsa Partners Safe Room Models